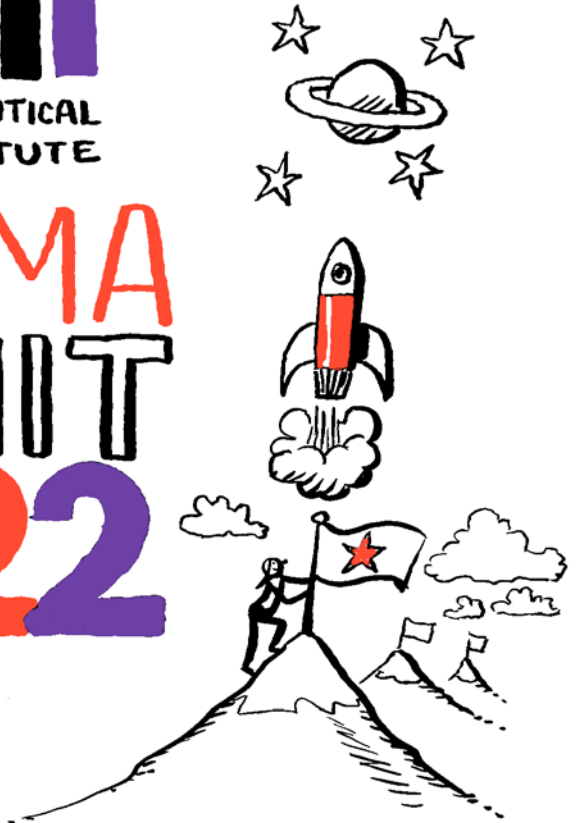




THE PHARMACEUTICAL
MANAGERS' INSTITUTE

PHARMA SUMMIT 2022



TRAILBLAZERS & INNOVATORS



Welcome!

Deirdre Kelly
↳ President PMI

Thanks to
all Members
through time
of **UPHEAVAL**

SHAPED
by
YOU

Accelerated
CHANGE

- ↳ Upskilling
- ↳ Re-skilling
- ↳ New Ways
of Working

"A Community
that **LEARNS**
together
EXCELS
together"

SECTION ①

Trail
BLAZERS
in
IRISH HEALTH CARE



SECTION ②

GLOBAL challenges:
LOCAL SOLUTIONS



SECTION ③

PHARMA:
From
VISION
to
Delivery



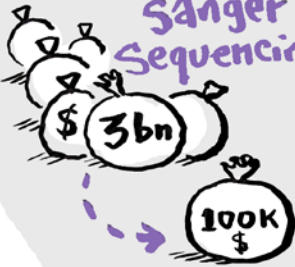
2022 Pharma
Success Stories

Dr. James O'Byrne
 ↳ Metabolic Physician
 & Clinical Geneticist,
 Mater Misericordiae
 University Hospital

GENOMICS & Personalized Medicines

⚠️ Work Required in Ireland

TECH
 Sanger Sequencing



Next Generation Sequencing

NOW



Genomic Information

Transcends Specialities

Early Education on Subject may be effective



doesn't matter what HAT you wear



2yr old boy
 Paroxysmal Dystonia
 Thiamine
 Discovered Rare Condition via Sequencing
 Age 5 walks to school

Heavy Investment Globally
 -UK
 -China

Proactive First Tier Test
POINT of CARE Test
 What kind of Drug Metaboliser is Patient?



High Polygenic Risk Score
 sequencing may determine increased + Accelerated Susceptibility to Common Conditions

Impacts on Families
 removing generational Conditions
 GENE changes

Identify from samples?
YES!

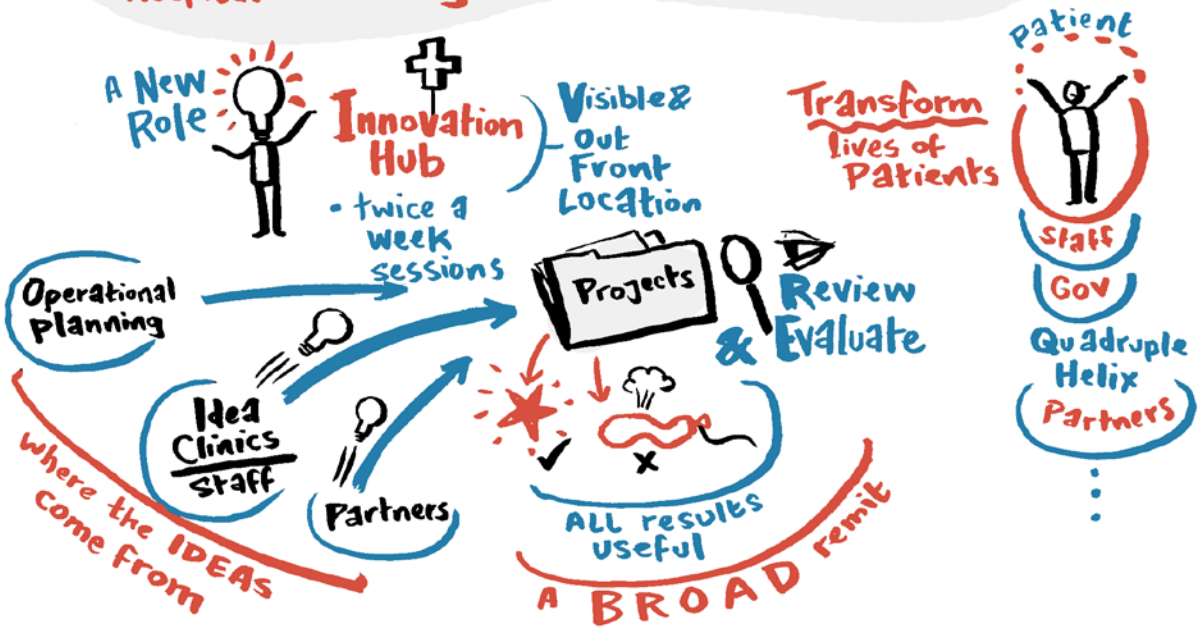
2041
 100 years
 -prenatal genomics
 -pharmaceutical genomics
 huge **GROWTH** here

RAPID
AI
DATA
 serious number crunching machines

Education & Information to WIDER SOCIETY essential
 matured considered conversation
Ethics...
 just because you can doesn't mean you should

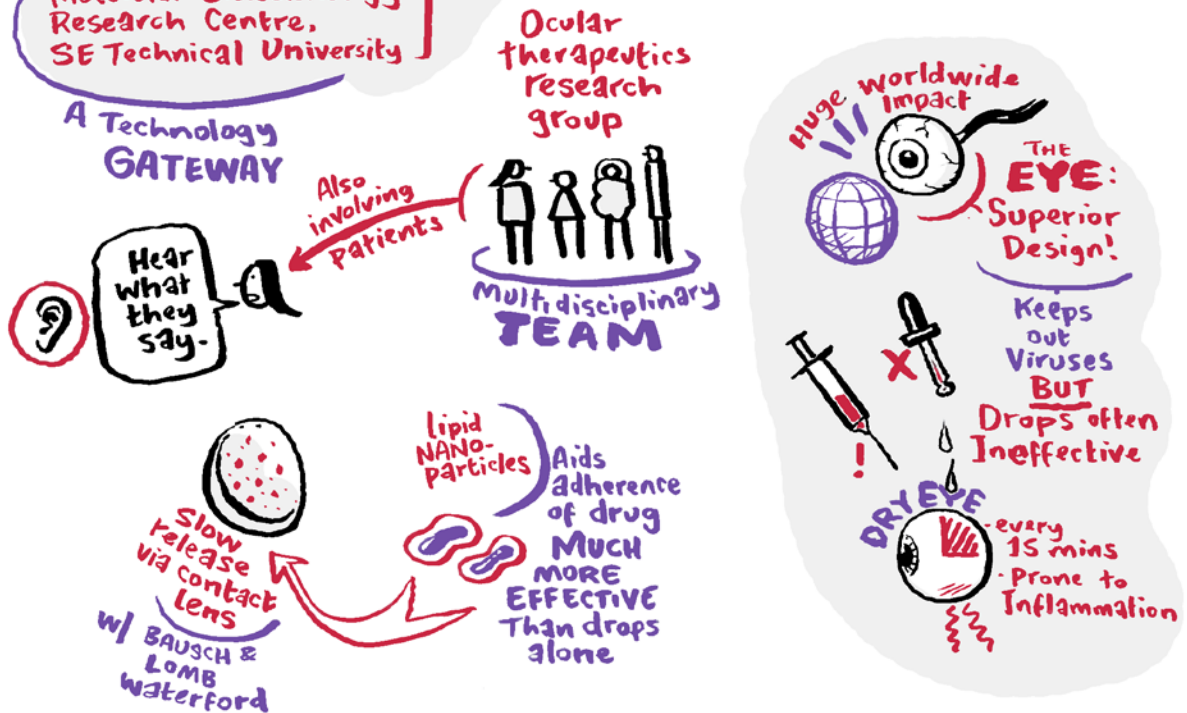
Dr. Natalie Cole
 ↳ Head of Innovation,
 Tallaght University
 Hospital

Innovation in an Acute Hospital - the establishment of a one stop shop



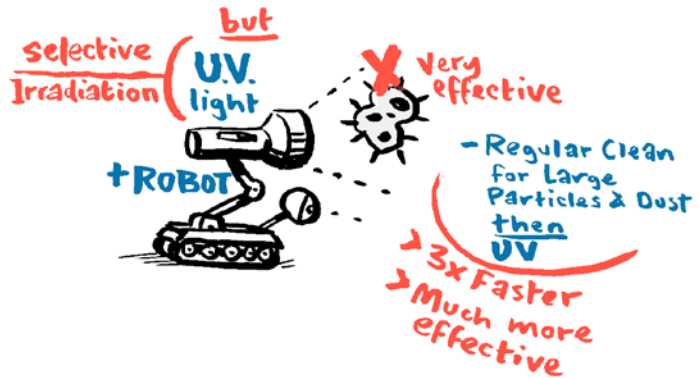
Dr. Laurence Fitzhenry
 ↳ Lecturer & Principal Investigator,
 Pharmaceutical and Molecular Biotechnology
 Research Centre,
 SE Technical University

Ocular drug delivery through Contact lens



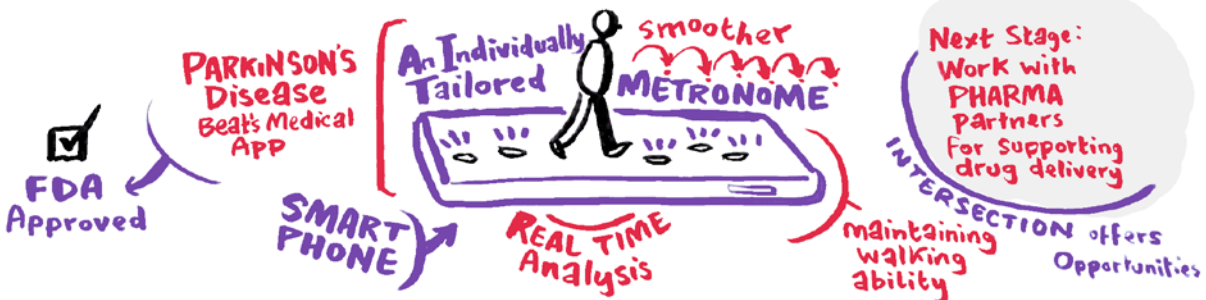
Conor McGinn
↳ Chief Executive,
AKara Robotics

The Role of UV light Sterilisation in Infection Control



Andrew Phelan
↳ Chief Operations Officer,
Beats Medical

Digital Therapeutics for rare genetic conditions



PANEL
Q&A

TIME



Change
Can be
Structurally
Obstructed...

Electronic
Health
Records



slow...
but

Enthusiasm
is there

many new
products
available

COVID

Mindset
shift

Things
CAN happen
Quickly...



IMPOSSIBLE

challenges



- finding the MONEY
- Collaboration
maintaining
the multi-disciplinary
aspect

EAMON Judge

↳ Director of Global Engineering
Eli Lilly

Implementing Sustainable Practices

Safety First, Quality Always

⌚ 24/7

• Fitness



• Diet

• Work/life Balance

- Insulin

- Polio Vaccine

- Diabetes

40K Employees
Long History Ireland
from 70s



5m
People helped Worldwide

Engaging with COMMUNITY



46 years Studying Kinsale Harbour

Processes

Combination of Molecules



NOW ALSO:

Biologic Processes

MAKE LESS material to start

Less Impact

Continuous Processing

materials in → Products out

Employee Input



ENERGY Efficiency

Using Waste heat from production



Solar Tech



- much more efficient
- Low Profile

26 Acres

Major Contribution to Power Requirements

89w = 70k forest acres carbon sequestration



Seasonal but all Positive

Looking at Storage

Biodiversity



Specialist Grass mowers!

Quick Wins
- Insulation
- Why run all the time?
night/day rates



Cultural Shift in Company

2030

Company wide Carbon Neutral

Contribution to Initiatives

"A JOURNEY..."

Cathal Divilly

↳ Managing Director
Great Places to Work

Great Resignation.
Becoming an employer
of CHOICE

challenges
of Attraction
& Retention



CULTURE



TRUST

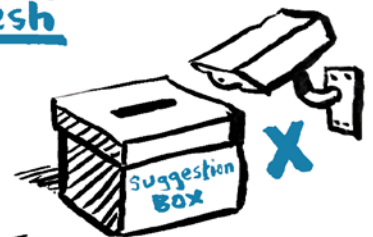
Communication
& making it matter
Fresh



ABILITY

↳ Leadership
showing what
they can do

Benevolence
Connecting:



HYBRID 1.0
when we're
together:
MEANINGFUL
CONNECTION



the
Basics
stand the
test of time



Ross McManus
↳ Human Resources
Manager- AbbVie

Being a Great Place to Work in Pharma

CONSISTENCY
every day



ALL ONE
Allergan 2000 | AbbVie 700

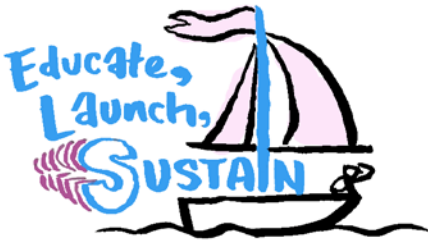
Resources
and Supports



"Culture
is our
CONSTANT"



REVERSE
mentoring



the ROAD
to get
THERE →

TRUST
Building the Bank
Relationships
manager
Contributor

How
are
you
doing
this?
Knowing
your
Employees



LISTENING
& being HONEST
OPEN

Development
Programmes



Wellbeing
↳ mental
↳ Financial



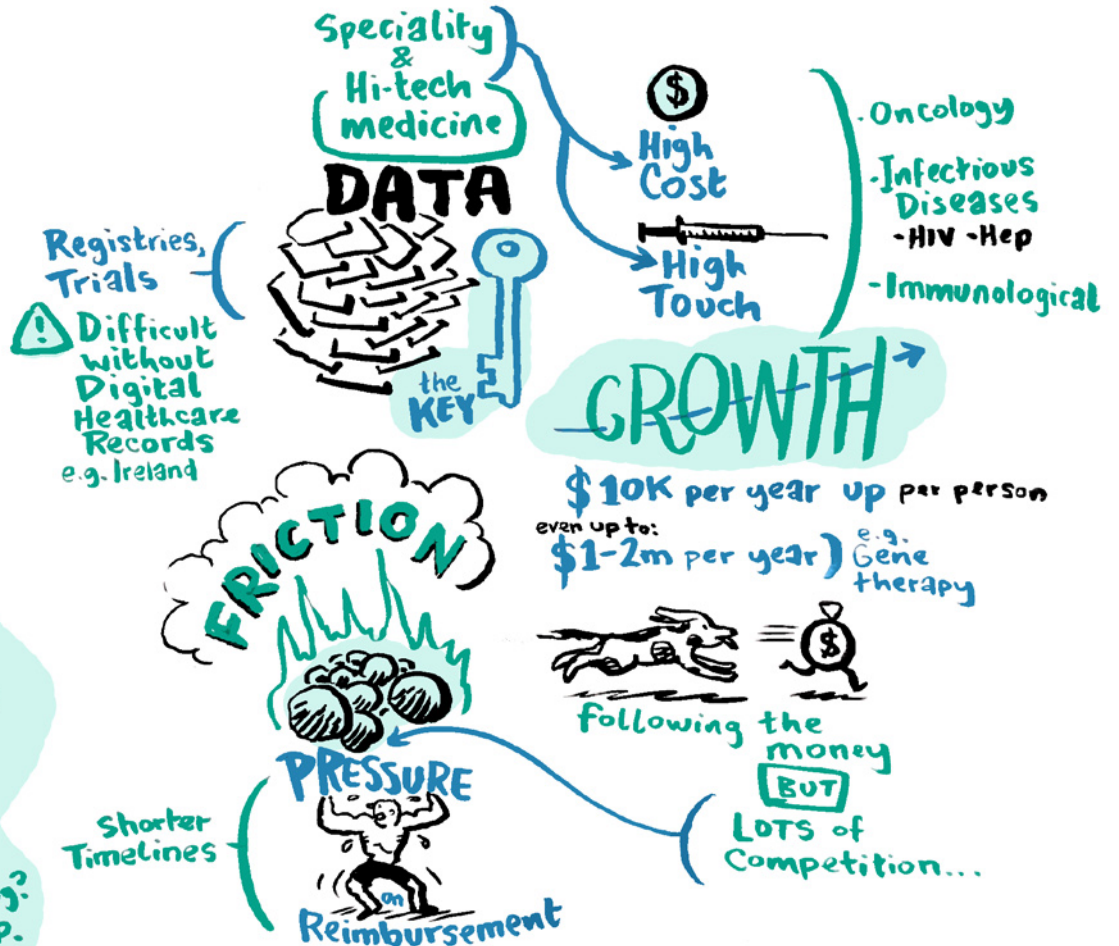
Q: Retention:
Understanding
Regrettable
Losses...

Shane Gannon

↳ Director Pharmaceuticals
& Life Sciences Consulting
PWC

Opportunities and Challenges in delivering value based Medicines

A Current FOCUS



Sinead Keogh

↳ Director Medtech & Engineering - Ibec

Convergence of Pharmaceuticals and med tech

#1 Largest Lobby Group Ireland
#3 Europe

39 Trade Associations Represented

Deep E.U. Connections

Ireland: Connected & Competitive

Medtech Ireland

World Class

450 Companies

Lots of Investment

Patents

MANY!

Participating in Health

DATA

Apple Watch a Medical Device in E.U.

F.D.I. Sustainable Substance Talent & Relationships



Industry 4.0

sensors

Bespoke UNIT of 1

Drug/Device Combinations

tradition + Expertise

Now Also Including DIGITAL elements

TECH ENABLING

Smart Drug Delivery

HUGE Market Opportunities

necessitating PARTNERSHIP

CO-BOTICS

A Combined HEALTH TECH Industry

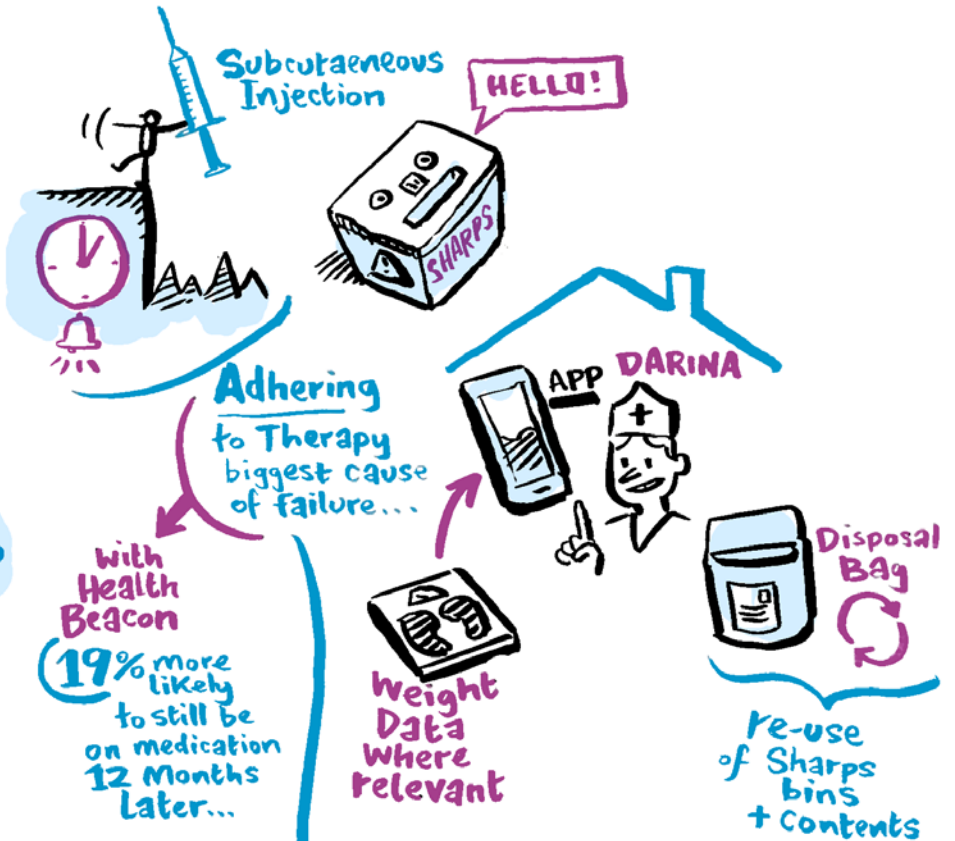
Changing ECOSYSTEM Complex but Ireland in a GREAT Position

Jim Joyce
↳ Chief Executive,
Health Beacon

From Initial idea to Flotation

Smart
Tools
for
Managing
Medications

give people
their health
back



Mission
"Leading Platform for Patients that Inject in the home"
e.g. ↳ Diabetics

Build WITH Clients } Not just taking it to them...

Complex...
Get the simple things right first

- Initiation
- Data
- Abandon Assumptions!

Dr. Frank O'Donnell
↳ Public Sector Lead
Microsoft

Integration of Technology and Health Care

"Empower & Enable"

FOUNDATIONS

Northern Ireland



Virtual Health

Now a FEATURE of Health Services

many sources...

DATA Driven Decisions

How to make SENSE OF: Nuance

Mistrust of DATA



PATIENT ENGAGEMENT

Insights = BETTER CARE



Regulation

TECH to Improve EFFICIENCY



Modularity...

3mo | 6mo | 9mo



Security Privacy



underpins all approaches

what can you do for us?

- Supporting
- Getting ahead of
- Contact Tracers

start here and EXTEND
15 Releases in 12mo...

Are we Serious enough about TECH?



DATA

TRUST



Graphic Reportage by Philip Barrett

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